

**Executive Committee  
Conference Call Minutes  
March 9, 2012**

<b>Present:</b>	Julia Marks	President		Chris Tucker	VP Intern'l Relations - Canada	
	Judy Regan	VP Finance		Shelia Lohmiller	Executive Director	
	Chris Wasmer	VP Education		Dina Belon	VP Sustainability	
	Stacey Berman	Secretary		Trisha Poole	VP Marketing	
	Helen Reed	Past President		Tina Lockwood	VP Membership	
<b>Guests:</b>	Andrea Thomas					
<b>Absent:</b>	Anita Degen	Exec Advisor		Lynn Fisher	VP Intern'l Relations– U K	
	Cindy Guthrie	VP Development		Philip Byrne	VP Events	
					Quorum = 7	

Julia Marks called the meeting to order at 11:31 am EST.

Roll was taken by Stacey Berman. There was a quorum.

HD Summit – takeaways for our leadership conference - they did a good job appreciating and recognizing their sponsors – will pass along to Philip and Mark. Speakers were great – light and fun – a lot of networking. Would like to increase our presence at HD Summit.

D\*Scover Design – student entries were exceptionally interesting. Next year more cash prizes will be given to students. Some Endow sales were made – Trisha following up with Durkan to get a press release for our Endow page.

Milliken - agenda being developed. Please email Julia with anything that you would like to have included.

Leadership update – sponsorship levels are being developed – need to work out the exclusivity issues – will review with Mark when he returns next week.

Streaming events online – DC chapter wants to video roundtable and also stream it live online. Evaluating the costs associated with this.

**New Business**

PR Newswire – we have signed up for their service to get our news and events out to various industry publications.

Happy Birthday Judy Regan and congratulations to future parents - Julia and David!!

Judy Regan made a motion to adjourn; Dina Belon seconded the motion; all in favor

Next call is March 23.

Meeting adjourned at 12:07 EST.

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<b>Present:</b>	Julia Marks	President		Chris Tucker	VP Intern'l Relations - Canada	
	Chris Wasmer	VP Education		Cindy Guthrie	VP Development	
	Helen Reed	Past President		Tina Lockwood	VP Membership	
	Philip Byrne	VP Events		Shelia Lohmiller	Executive Director	
<b>Absent:</b>	Anita Degen	Exec Advisor		Lynn Fisher	VP Intern'l Relations– U K	
	Judy Regan	VP Finance		Trisha Poole	VP Marketing	
	Stacey Berman	Secretary		Dina Belon	VP Sustainability	
					Quorum = 7	

Julia Marks called the meeting to order at 8:3am PST.

Roll was taken by Shelia Lohmiller. There was not a quorum.

**Milliken Agenda:**

There are 2 full days of information awaiting us. Travel schedule has been emailed to you, please note times of arrivals, departures and carpool assignments.

If interested there is a social media presentation by Milliken for those that want on Friday.

**Continuing Education Initiative:**

Chris Wasmer reported that we have to determine what each state requires for CEU approval; via research she has determined that NCIDQ and IDEC are the standard for many states. Analyzing state requirements is a big undertaking for determining licensing requirements/boards etc. NEWH is looked upon as a “provider”; very political aspects; labor laws become an issue to research. Interior Design Society, IDS, has a link on their website to state laws & boards.

Terminology is critical: provider, accredited or an approved educator.

Suggestion is to get a diverse group of educators on panels that we use. State by state we need to determine the process for CEUs. Clarify with CA and build upon that in identifying the state standards and how to move forward. Help is needed; a committee will be set up to continue. Mary Ann Thorman, Peter Frazier, Nancy Evans have been suggested as persons that would be interested to help.

**Leadership Conference:**

Philip Byrne has a conference call today with committee. List of sponsors have been determined. Marketing ideas to be discussed; more information at next meeting.

**PR Newswire:**

Signed up with this press release distribution company; 1<sup>st</sup> release was sent prior to the DC tradeshow. 2<sup>nd</sup> press release sent this week before the Atlanta tradeshow. We get reports of how many viewers we have had from PR Newswire. NEWH purchases the releases for a geographical area to go to print media, new rooms, newspaper, radio/ television and from a selection of lists (3): hospitality and tourism and art which includes designers; also 500 bloggers, social media and URLs. Report details will be emailed to the Executive Committee. We are getting views from around the world.

Cost is approximately \$290-\$390 per release.

**Washington DC Tradeshow update:**

Philip Byrne reported that it went extremely well with attendance and great volunteers. “everyone loved the show”

**Scholarship Director replacement:**

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Chris Wasmer and Andrea Thomas are in search for a new Director. Finding the right person is critical as follow thru is important.

**Sustainability:** Sustainability Design packets have been reviewed and 9 projects (2 grad level/ 4 undergrad level) submitted to judges.

**New Business**

**Development:** Cindy Guthrie reports that Janice is working on documents for auction in Las Vegas; more OS/E vendors involved is goal. Hope to put a survey out soon.  
New corporate partner from Green Bay WI, Sarah Inc, who manufactures mirrors.

**Regional Tradeshows:**

2012 and 2013 calendar is almost finalized. NY trade show committee is fired up for the June show reported Phillip Byrne

Helen Reed reported that about 1400 hoteliers & designers at HI Connect in Nashville with a lot of activity similar to Bitac. Cost attendees about \$1000. Vendor cost is about \$15,000.

Next call is April 6.

Meeting adjourned at 9:38 am PST